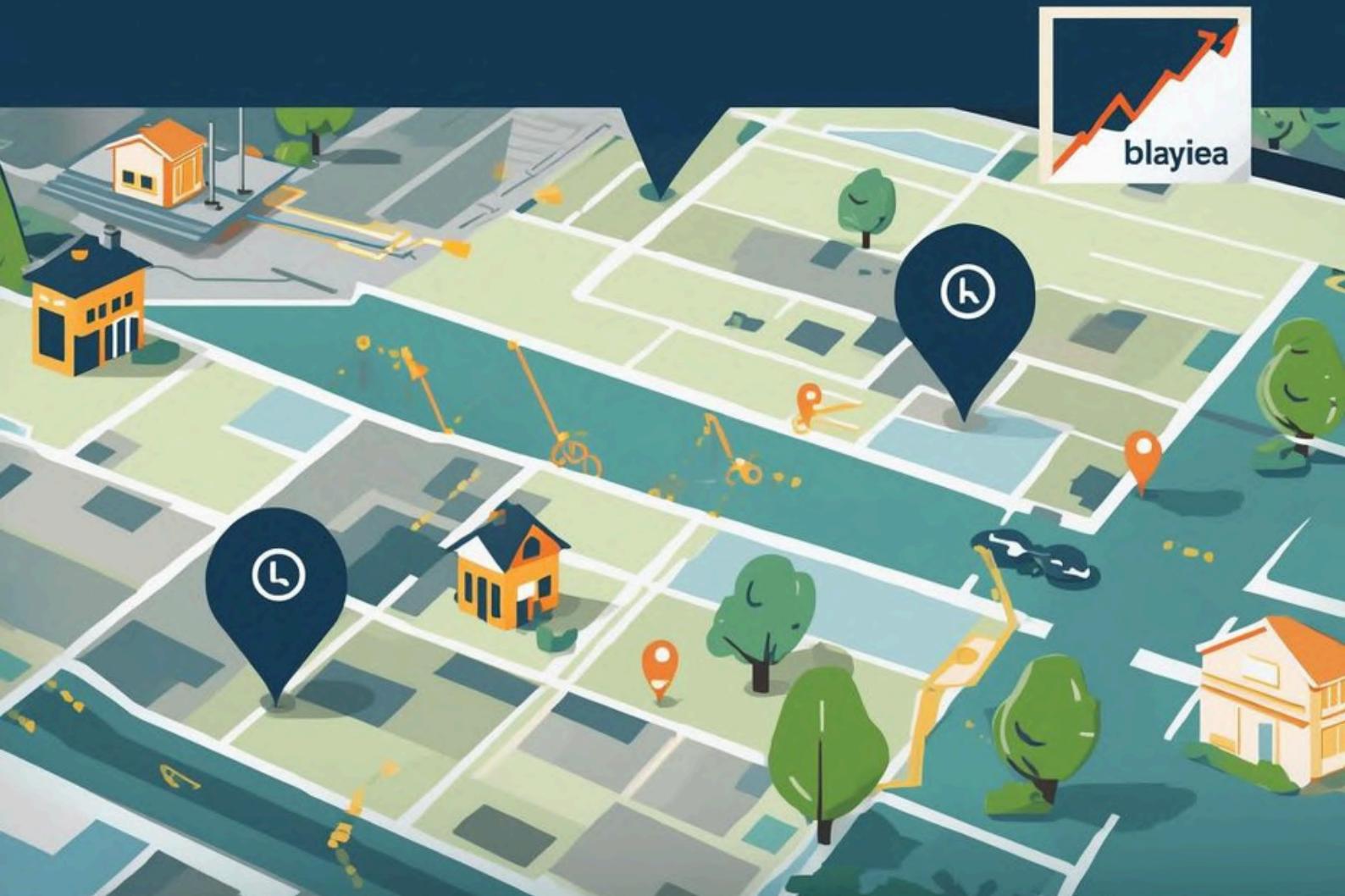




Buyer Journey Map

Visual guide to understanding touchpoints from awareness to purchase in real estate



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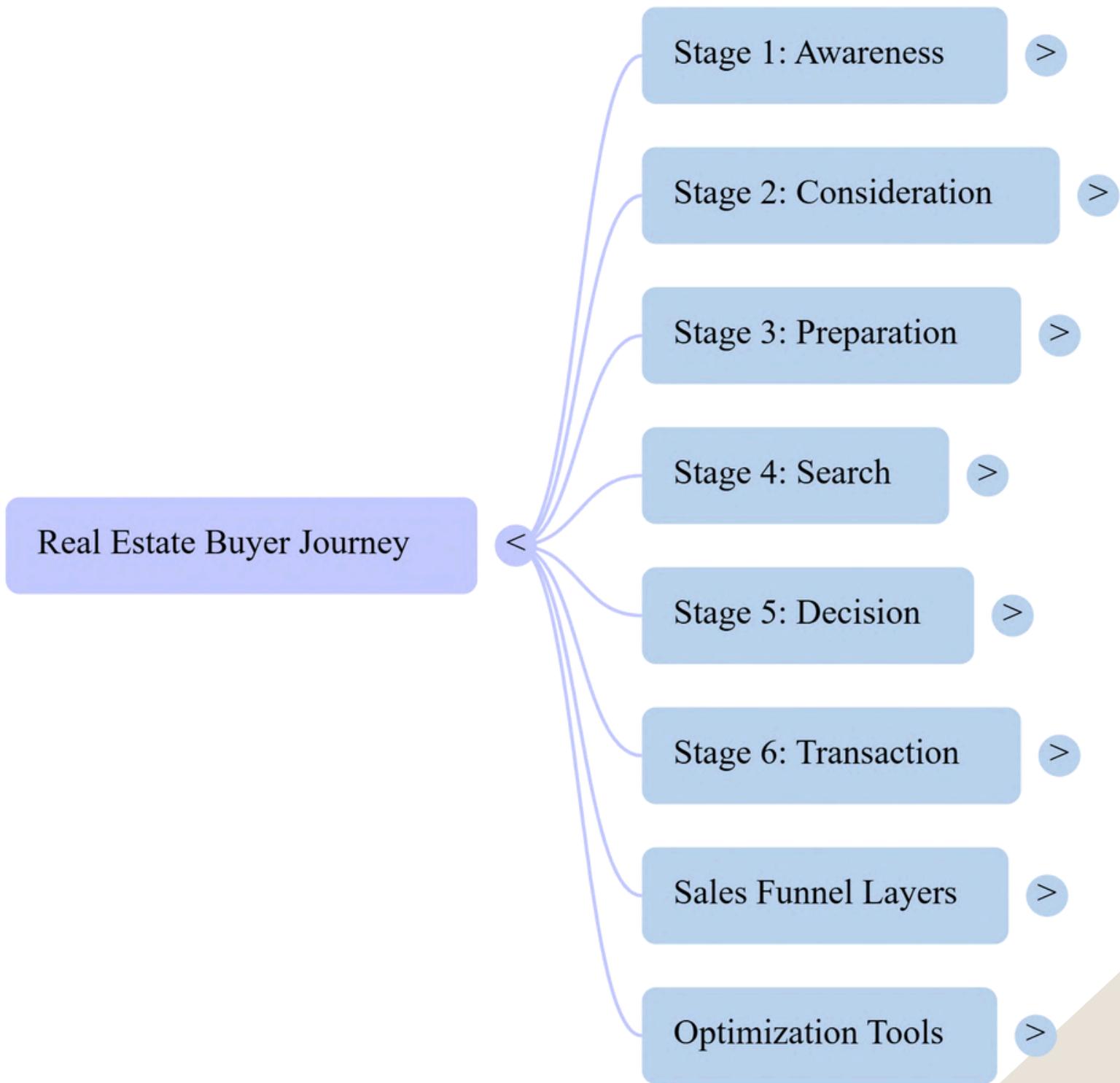
THE NEW 9-MONTH REALITY

In the past, a real estate deal might have taken three months. Today, the journey is a "**roller coaster ride full of emotions**" that often lasts **nine months or more**. Modern buyers in Kenya and globally enter your sales pipeline nearly a year before they are ready to "swipe their card".

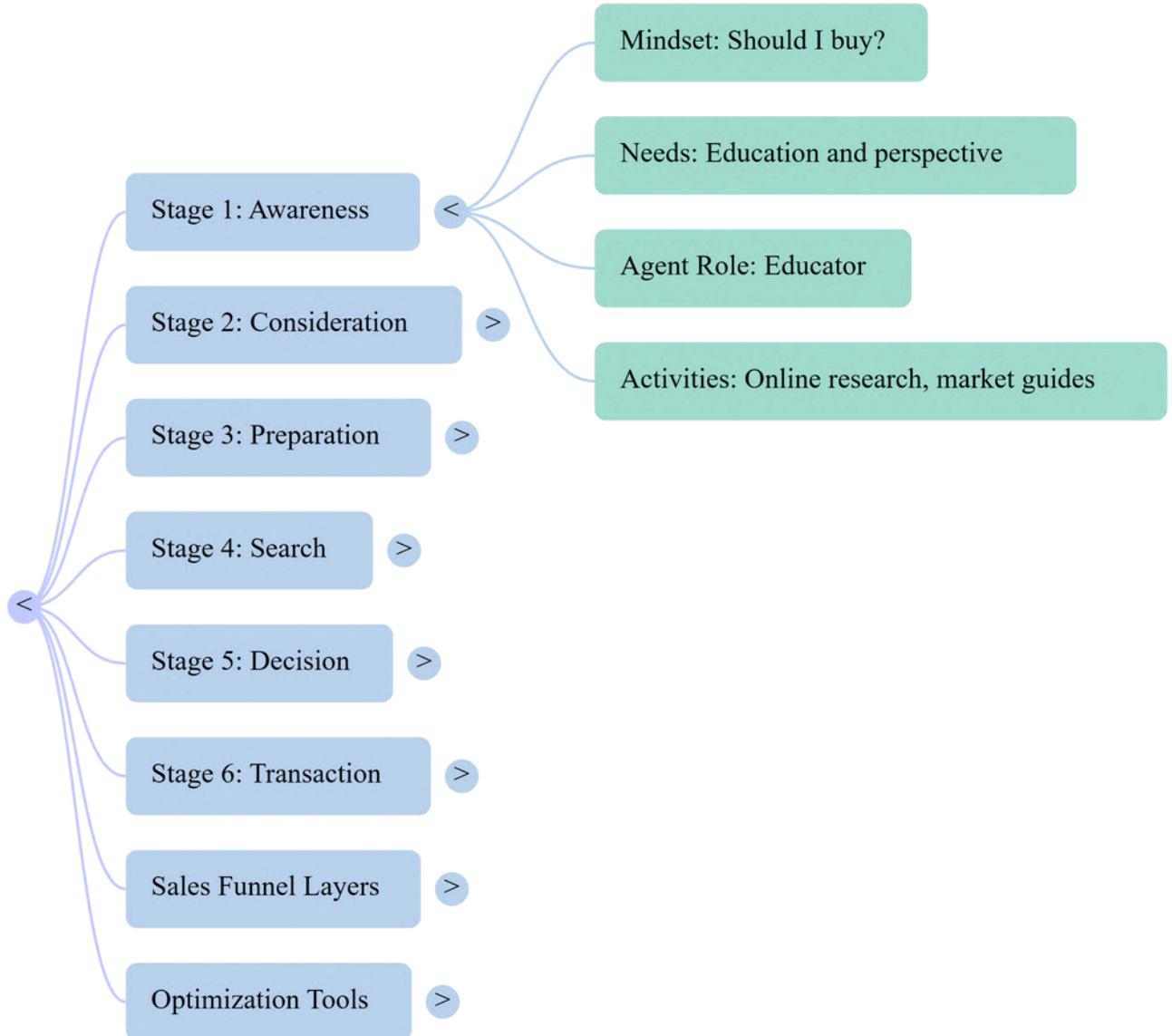
Because **100% of homebuyers now use the internet** to search for properties, your digital presence is no longer optional, it is the foundation of your business.

This guide helps you understand exactly what your buyers need at every stage so you can build trust and close more deals.

To manage your sales effectively, you must view the journey as a strategic pipeline. Each stage has a different "buyer psychology" and specific needs:



1. Awareness: Asking "Should I buy?" (ToFu).
2. Consideration: Asking "Where and what should I buy?" (MoFu).
3. Preparation: Asking "How do I get ready?".
4. Search: Asking "Is this the right home?".
5. Decision: Asking "How do I make the right offer?".
6. Transaction: Asking "How do I get to closing?" (BoFu).

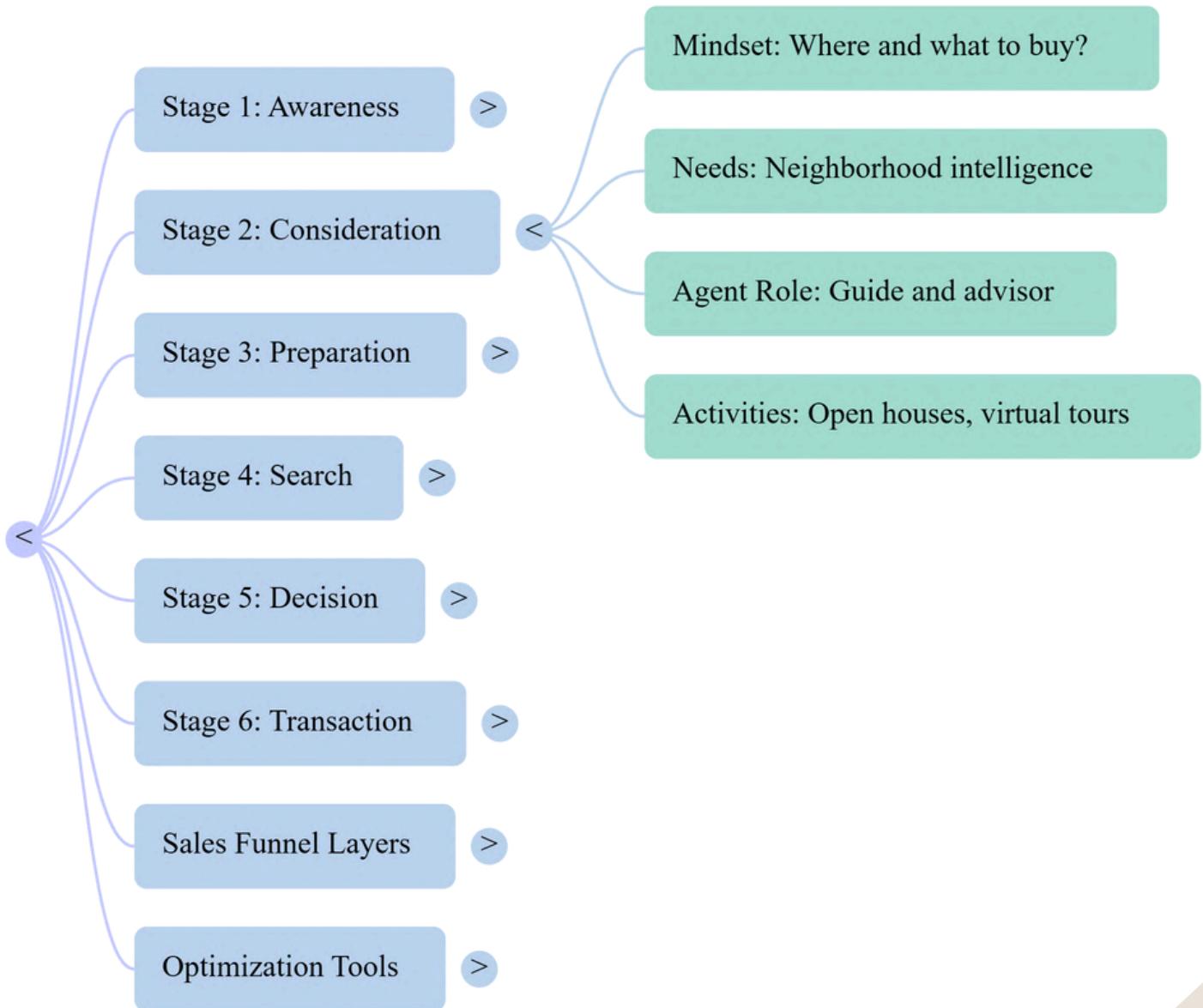


1. Awareness (3–12 months out): Buyers ask, "**Should I buy?**". They are triggered by life events (e.g., job promotion, family growth) but have not committed to action.

They need **education and perspective** rather than property listings.

Act as an educator. Provide **market reports, rent-vs-buy calculators, and blog posts** that answer general questions. Use **AI chatbots** to answer basic queries 24/7 in multiple languages, ensuring you capture interest even when your office is closed

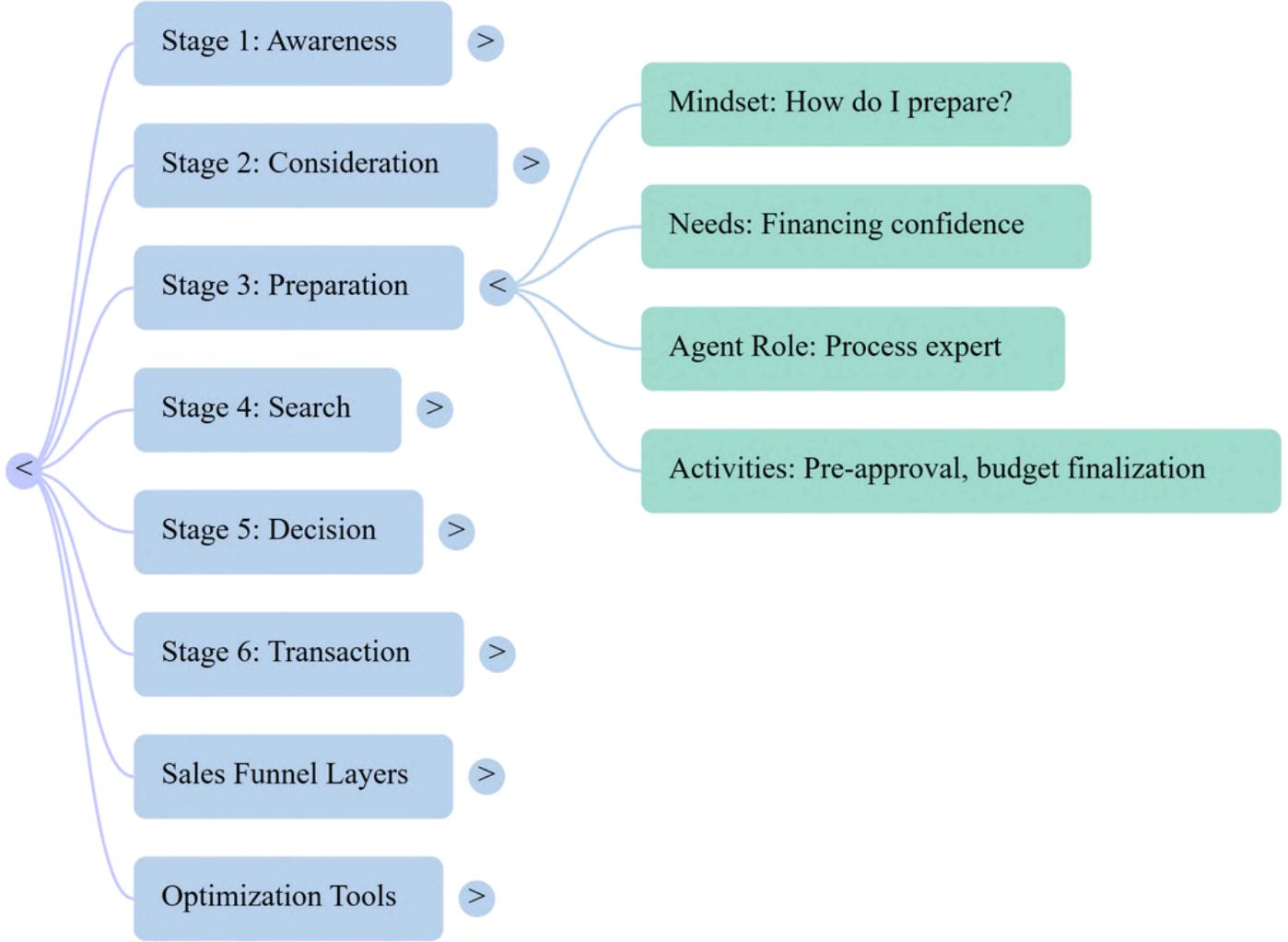
Real Estate Buyer Journey



2. Consideration (2–6 months out): the buyer has decided to buy., they ask, **"Where and what should I buy?"**.

They need **neighborhood intelligence**. Use your website to show interactive maps, commute info, and virtual tours.

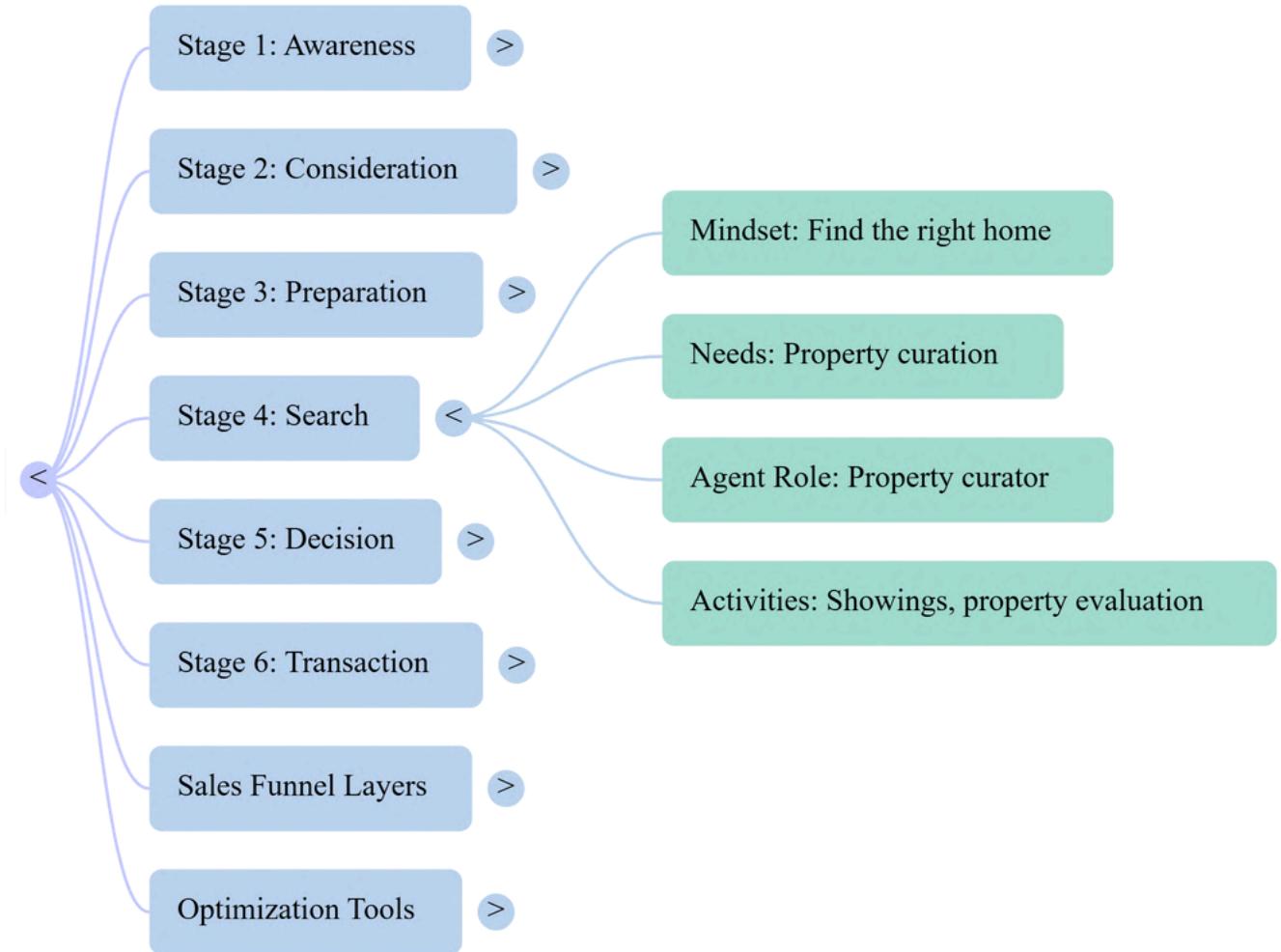
Real Estate Buyer Journey



3. Preparation (1-3 months out): Buyers ask, "How do I prepare to buy?". This stage focuses on the practical realities of **financing and process clarity**.

This is the most critical milestone, achieving **mortgage pre-approval**. Without "financing confidence," the buyer will stall and never move to the search phase. Connect them with lenders and walk them through the buying process steps

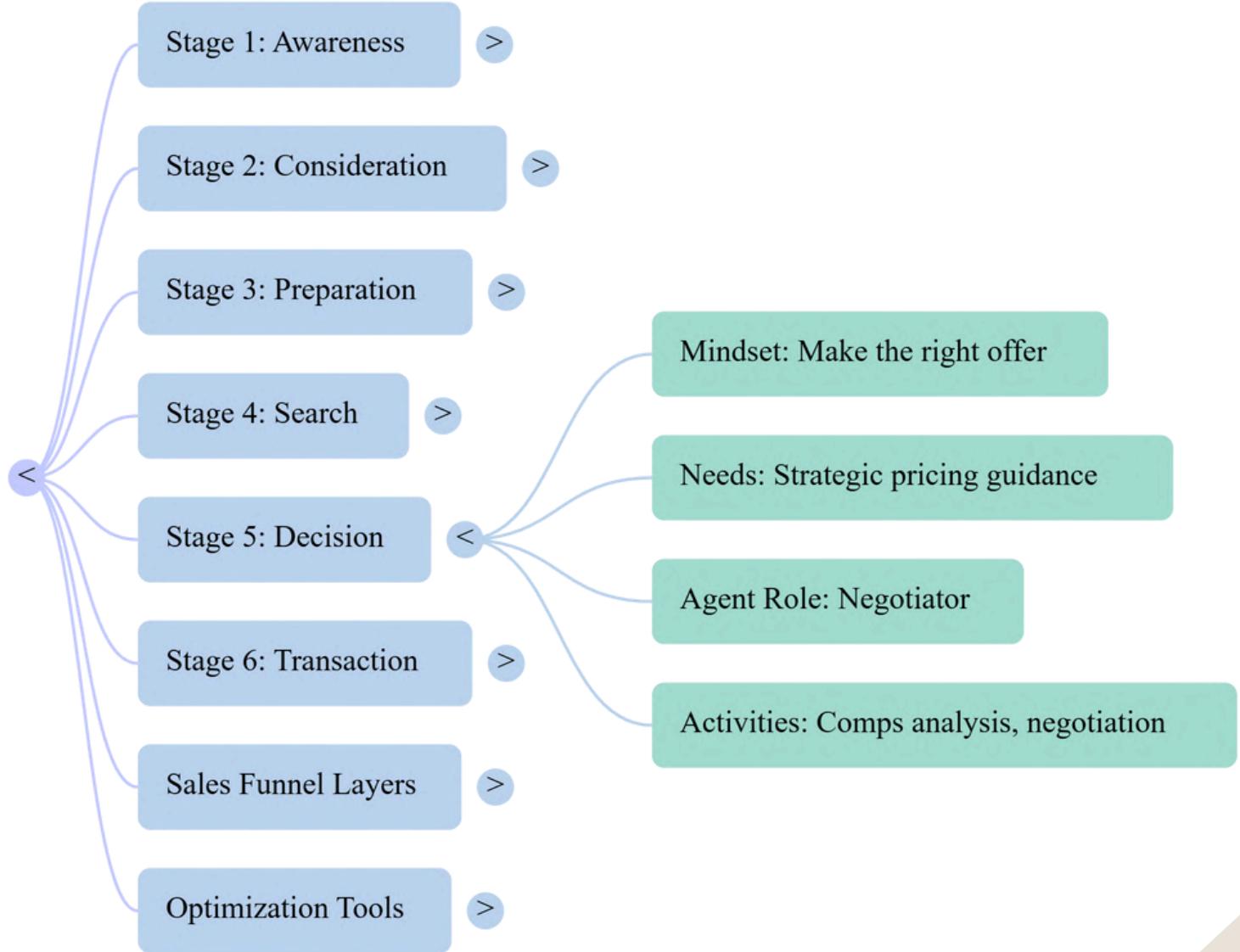
Real Estate Buyer Journey



4. Search (1-4 months, active): They have a budget and a pre-approval letter and are touring properties daily.

- **Buyer Need:** They need property curation and logistics. They are comparing your units against their "wish list."
- **Your Strategy:** Use a CRM to send automated property recommendations based on their specific profile.
- **Tech Touchpoint:** Offer 3D virtual walkthroughs and drone photography to help them evaluate details without needing multiple physical visits.

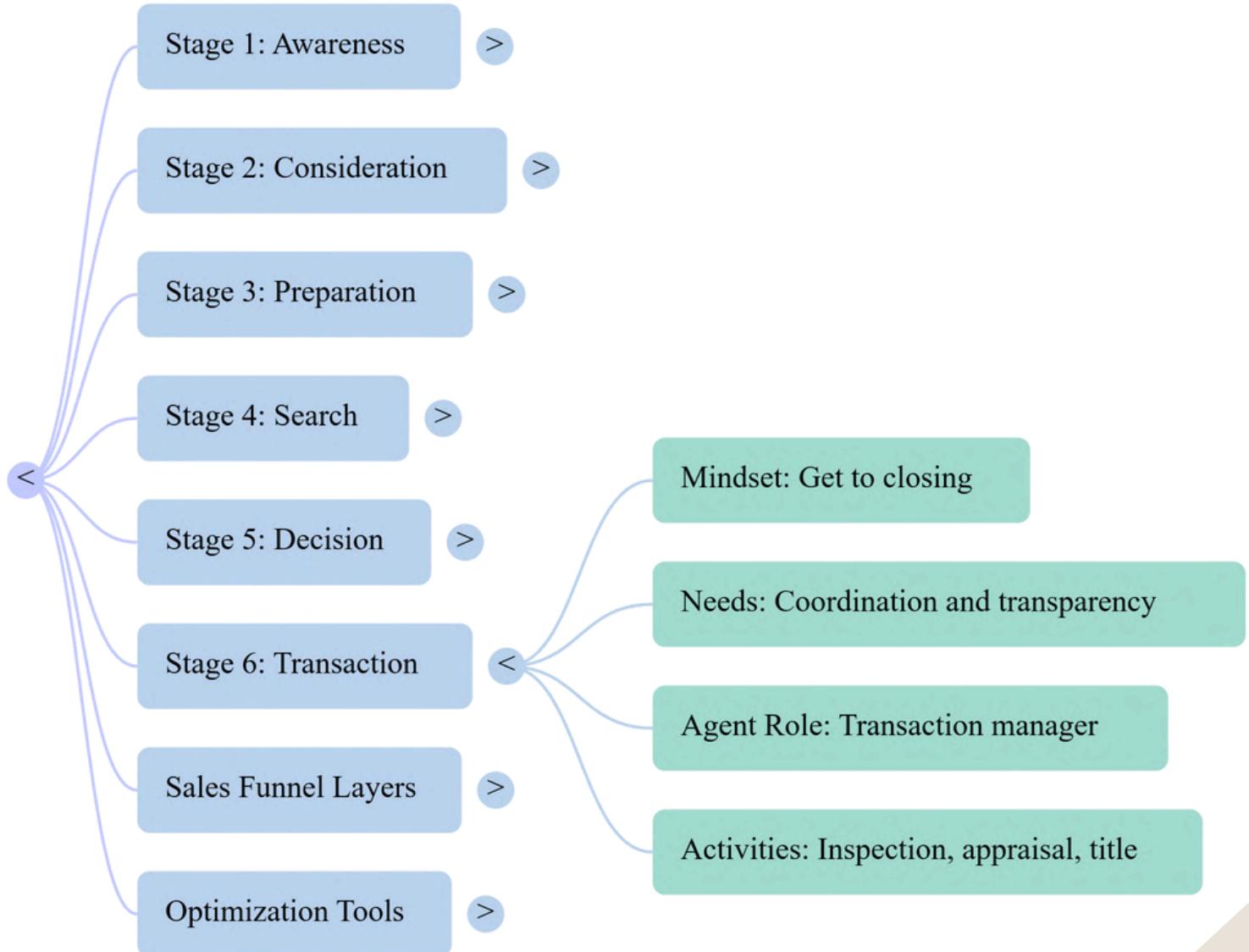
Real Estate Buyer Journey



5. Decision (1–4 weeks, active): Once the buyer finds a home, they shift from comparing options to **strategic negotiation**, the question becomes, **"How do I make the right offer?"**.

They need **competitive market data** to feel confident in their offer. Your role is the **Negotiator**

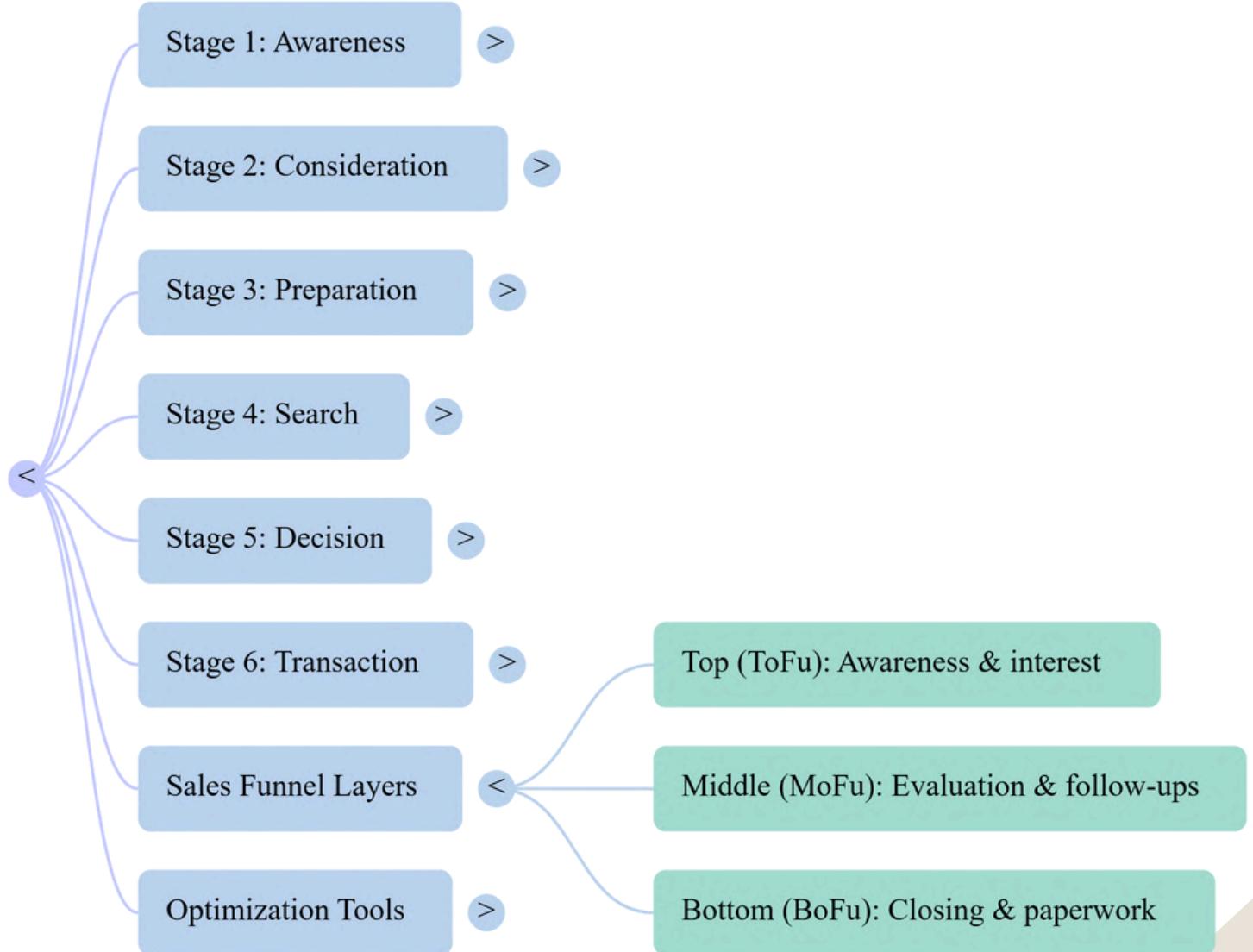
Real Estate Buyer Journey



6. Transaction (30–45 days): After an offer is accepted, buyers ask, **"How do I get to closing?"**

They need **coordination and problem-solving** regarding inspections, appraisals, and legal paperwork

Real Estate Buyer Journey



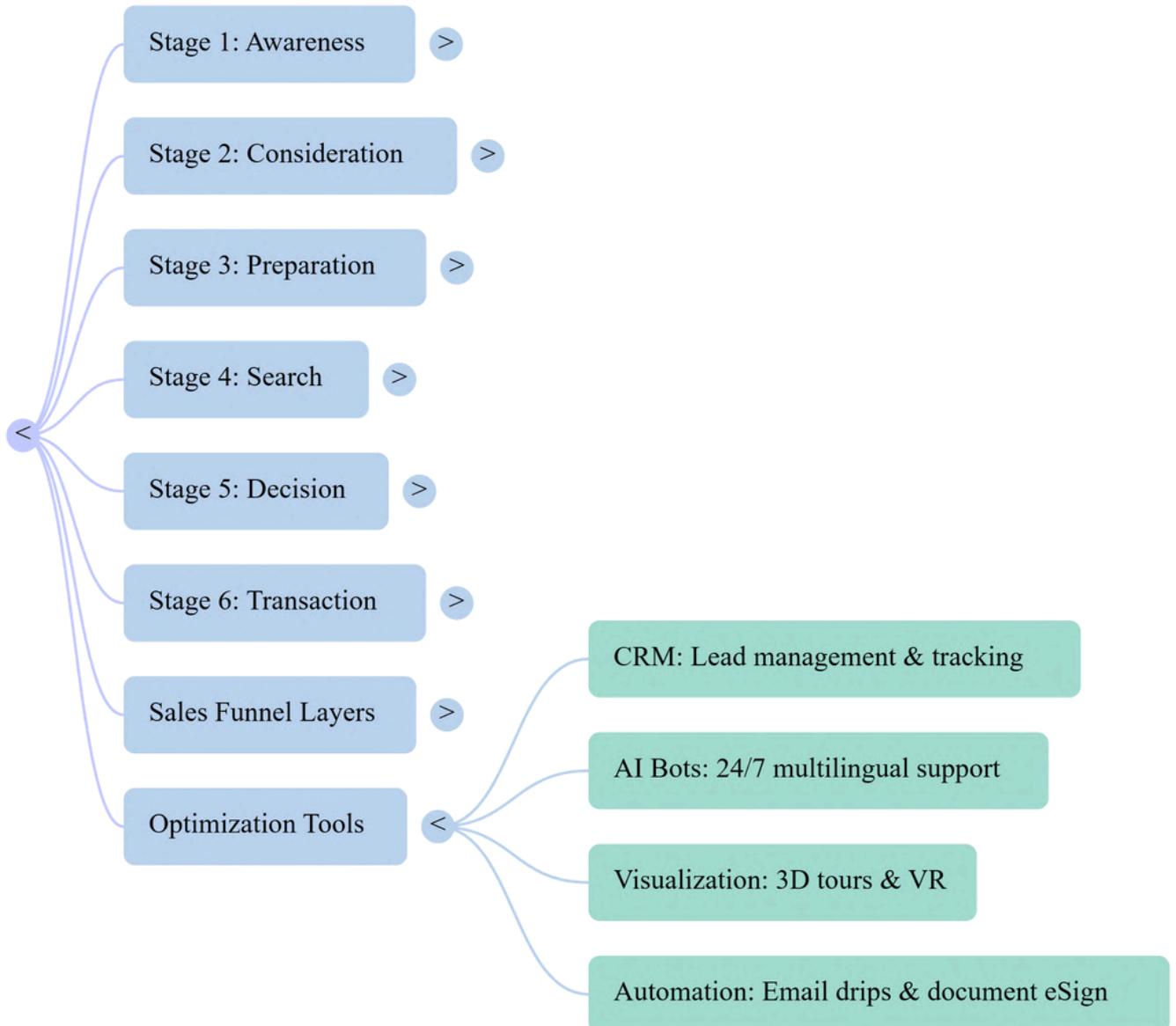
Variations of the Journey

We can also categorize the journey through different lenses, such as sales funnels and specialized buyer types:

Real Estate Buyer Journey

- Sales Funnel Perspective (ToFu, MoFu, BoFu):
 - **Top of the Funnel (ToFu):** Focuses on awareness and interest through property listings and site visits.
 - **Middle of the Funnel (MoFu):** Focuses on relationship-building, pricing discussions, and property comparisons.
 - **Bottom of the Funnel (BoFu):** The culmination involving closing the deal, inspections, and paperwork.
- **Targeted Funnels:** Agencies may adapt the journey for specific segments, such as first-time homebuyers who require extra guidance, luxury buyers who expect exclusivity, or investors who prioritize data-driven ROI analysis.
- **The "Buyer" vs. "Customer" Journey:** The Buyer Journey is a brand-agnostic decision-making process (awareness, consideration, decision), whereas the Customer Journey refers to the specific branded experience a client has with a particular real estate agency

Real Estate Buyer Journey



We stress that real estate professionals should act as **educators, advisors, and coordinators** throughout the process.

To optimize the journey, professionals must recognize **stage transitions** such as a buyer shifting from asking about the market to asking for a mortgage consultation and adapt their communication frequency and tone accordingly.

Real Estate Buyer Journey

Technology plays a crucial role in modern management:

- **CRM Systems:** Used to track buyer behavior, automate follow-ups, and segment leads based on their stage in the journey.
- **AI and Automation:** Chatbots can provide 24/7 information to awareness-stage buyers, while automated tools can facilitate digital signatures and earnest money deposits.
- **Visualization Tools:** Virtual tours and interactive neighborhood maps help bridge the gap between online search and in-person tours.

Finally, tracking **pipeline velocity** (how long buyers spend in each stage) allows agencies to identify where buyers get "stuck" and implement targeted solutions, such as providing better financing clarity or refining search criteria

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- Lead Generation: Capturing and qualifying leads before they go to your competitors.
- Online Visibility: Ensuring your brand is seen at every touchpoint of the journey.

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